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STRATEGIC OBJECTIVE #12 (SO12)

(Conflict Reduced in Mindanao and Other Areas Vulnerable to Violence)



CASHING IN ON BANANA CHIPS: Banana chip processing companies continue to attract the patronage of Chinese buyers as evidenced by the experience of four Philippine banana chip exporters during the 4th China Consumer Goods and Procurement Fair, where 13 multinational and local companies from Mindanao exhibited their products and negotiated face-to-face with prospective buyers at Shenzhen, China. The banana chip industry registered a record growth of 51.3 percent in 2004 and is confident of sustaining this success despite stringent competition. The Philippine delegation was assisted by USAID's Growth with Equity in Mindanao (GEM) Program and the Department of Trade and Industry.

(Source: Philippine Star, 2/12/06, page B5)